L2: Entry 8 of 18 File: PGPB Sep 19, 2002

DOCUMENT-IDENTIFIER: US 20020133365 A1
TITLE: System and method for aggregating reputational information

Abstract Paragraph (1):
A system, method, apparatus, and computer program code for aggregating reputation information is provided. In one embodiment, a method of aggregating reputation information includes identifying an entity, identifying a plurality of sources having reputation information about the entity, and generating an aggregated reputation rating for the entity based on information from each of the sources.

Summary of Invention Paragraph (2):
[0001] The present invention relates to systems and methods for collecting and aggregating reputation information for entities.

Summary of Invention Paragraph (5):
[0003] In particular, due to the relative anonymity of this new expanded marketplace, many customers and businesses can be damaged by poor service, inferior products, or non-responsive relationships that they receive when they interact with other entities in the marketplace. For example, there have been many instances of disreputable merchants selling goods over auction Web sites who do not deliver the goods as advertised. It would be desirable to provide reputation information to allow customers, businesses and other entities with detailed information about third parties so that a more informed decision regarding establishing a relationship may be made.

Summary of Invention Paragraph (6):
[0004] There are a number of sources of reputation information about entities. For example, some Web sites track customer complaints about users of the Web site. Other Web sites track analyst ratings of companies as well as credit ratings for companies. Unfortunately, all of this information is distributed across different information sources. A consumer wishing to quickly assess the reputation of an entity is unable to do so quickly. Further, even if multiple sources of reputation information can be retrieved, it can be difficult to assess the multiple sources of information because different sources may use different criteria when describing the reputation of an entity.

Summary of Invention Paragraph (7):
[0005] Accordingly, it would be desirable to aggregate reputation information from a variety of sources. It would also be desirable to generate an aggregated reputation rating for entities based on the aggregated reputation information.

Summary of Invention Paragraph (9):
[0006] Embodiments of the present invention provide a system, method, apparatus, and computer program code for aggregating reputation information about one or more entities. In one embodiment, a method of aggregating reputation information includes identifying an entity, identifying a plurality of sources having reputation information about the entity, and generating an aggregated reputation rating for the entity based on information from each of the sources.

Summary of Invention Paragraph (10):
[0007] According to one embodiment, reputation information is categorized according to type and the aggregated reputation rating includes an aggregated reputation rating for each type. In one embodiment, the reputation information is validated before generating the aggregated reputation rating. In some embodiments, a fee may be charged to receive an aggregated reputation rating or to provide reputation information.

Summary of Invention Paragraph (11):

[0008] According to one embodiment, a device for aggregating reputation information is provided including a processor, a communication device, and a storage device storing instructions to generate an aggregated reputation rating for an entity based on reputation information received from each of a plurality of sources.

Summary of Invention Paragraph (12):
[0009] According to one embodiment, a computer program product in a computer readable medium for aggregating reputation information is provided which includes instructions for identifying an entity, instructions for identifying a plurality of sources having reputation information regarding the entity, and instructions for generating an aggregated reputation rating for the entity based on the reputation information from each of the plurality of sources.

Summary of Invention Paragraph (13):
[0010] According to another embodiment, a method for aggregating reputation information includes identifying an entity having multiple aliases, where reputation information is available for each of the aliases of the entity. Embodiments of the invention permit the aggregation of reputation information about each of the aliases to generate an aggregateed reputation rating for the entity which takes into account the reputations of the different aliases.

Brief Description of Drawings Paragraph (4):
[0014] FIG. 3 is a tabular representation of a portion of an entity database according to an embodiment of the present invention;

Brief Description of Drawings Paragraph (5):
[0015] FIG. 4 is a tabular representation of a portion of a source database according to an embodiment of the present invention;

Brief Description of Drawings Paragraph (6):
[0016] FIG. 5 is a tabular representation of a portion of a ratings database according to an embodiment of the present invention;

Brief Description of Drawings Paragraph (7):
[0017] FIG. 6 is a flow diagram illustrating an exemplary process for identifying and aggregating reputation information according to an embodiment of the present invention; and

Brief Description of Drawings Paragraph (8):
[0018] FIG. 7 is a flow diagram illustrating an exemplary process for providing reputation information according to an embodiment of the present invention.

Detail Description Paragraph (2):
[0019] Applicants have recognized that there is a need for a system, method, apparatus, and computer program code for aggregating reputation information which overcomes drawbacks of existing systems.

Detail Description Paragraph (4):
[0021] In this illustrative example, a consumer may wish to purchase an item from a Web-based retailer. However, the consumer may not have a history of dealing with the retailer and may be concerned about the retailer's financial liquidity and ability to deliver the item as well as the retailer's responsiveness to customer complaints. In short, before sending money to the retailer, the customer may wish to have more information about the retailer's reputation. Prior to the invention, the customer may be able to discern bits and pieces of reputation information by contacting the Better Business Bureau, or by contacting other sources of information. Embodiments of the present invention permit the customer to visit a single source for aggregated reputation information about the business. In this example, a central service configured pursuant to the present invention, may aggregate reputation information about the retailer from a variety of sources. This aggregated information is made available to the customer so the customer can, in a single efficient transaction, see reputation information about the retailer. Further, embodiments of the present invention may generate an aggregated reputation rating about the retailer so the customer can have a better insight into the reputation of the retailer. The result is a system which efficiently allows entities such as individual customers to measure and monitor the reputation of other entities so that a more informed decision may be made regarding whether to interact with that other entity.

Detail Description Paragraph (5):

[0022] These and other features will be discussed in further detail below, by first describing the system, individual devices, exemplary databases and processes according to embodiments of the invention.

Detail Description Paragraph (7):
[0023] Referring now to FIG. 1, a system 100 for aggregating reputation information according to one embodiment of the present invention is shown. As shown, a customer device 110 is in communication with a controller 200 via a communication network 150. An information device 120 and an entity device 130 are also in communication with controller 200 and with other devices via communication network 150.

Detail Description Paragraph (8):
[0024] Devices 110, 120 and 130 as well as controller 200 may be any devices capable of performing the various functions described herein. For example, devices 110, 120, 130 and/or 200 may be, for example: a Personal Computer (PC), a portable computing device such as a Personal Digital Assistant (PDA), a wired or wireless telephone, a one-way or two-way pager, a kiosk (e.g., consumers may retrieve aggregated reputation information from a customer device 110 configured at a kiosk located at a library), an interactive television device, or any other appropriate storage and/or communication device.

Detail Description Paragraph (9):
[0025] For the purposes of simplicity in describing system 100, only a single one of each of the devices 110, 120, 130 and 200 are shown. However, as will become apparent, any number of the devices 110, 120, 130 and 200 may be used. In one embodiment, for example, a single controller 200 serves to aggregate reputation information for a large number of entities, which information is received from a large number of information devices 120. A large number of customers operating customer devices 110 may access and use this aggregated reputation information.

Detail Description Paragraph (10):
[0026] As used herein, communication network 150 may employ any of a number of different types and modes of communication, and may be for example, a Local Area Network (LAN), a Metropolitan Area Network (MAN), a Wide Area Network (WAN), a proprietary network, a Public Switched Telephone Network (PSTN), a Wireless Application Protocol (WAP) network, a wireless network, a cable television network, or an Internet Protocol (IP) network such as the Internet, an intranet or an extranet. Moreover, as used herein, communications include those enabled by wired or wireless technology. More direct forms of communication between devices may also be used, for example, entities providing reputation information about other entities may provide the information via mail, telephone, facsimile, etc. Other devices may communicate in this manner as well.

Detail Description Paragraph (12):
[0028] Customer device 110, according to one embodiment of the invention, may be operated by or on behalf of an individual consumer wishing to receive aggregated reputation information about an entity with which the individual consumer is considering doing business with, for example. Customer device 110 may be operated by any of a number of different types of users who desire to receive aggregated reputation information about entities including, for example: consumers, businesses, schools, service providers, employers, etc.

Detail Description Paragraph (13):
[0029] Information device 120, according to one embodiment of the present invention, may be operated by or on behalf of entities which have reputation information about other entities. For example, information device 120 may be operated by: an entity operating a Web site; an entity operating an electronic marketplace; a credit bureau; a credit rating service; a consumer watchdog group (such as Consumer Reports, or the Better Business Bureau); state or governmental agencies (such as a State Attorney General's office); etc.

Detail Description Paragraph (14):
[0030] Entity device 130, according to one embodiment of the present invention, may be operated by or on behalf of entities for which reputation information is collected by entities operating information devices 120 and for which aggregated reputation information is desired. According to embodiments of the invention, aggregated reputation information may be generated for entities which do not operate an entity device 130, although in some embodiments, entities will operate such a device. Entities for which aggregated reputation information is generated may be any of a number of different types of entities, including, for example: individuals; corporations; partnerships; law firms; retail, wholesale, or other commercial businesses; clubs; non

profit organizations; geographic units; pets; animals; individual services or products; etc.

Detail Description Paragraph (16):
[0032] One embodiment of controller 200 will now be described by referring to FIG. 2. In one embodiment, controller 200 is operated by or on behalf of an entity configured to aggregate reputation information about other entities and which generates aggregated reputation ratings for end users of that information. In one embodiment, controller 200 is a Web-based server in communication with one or more customer devices 110, information devices 120 and entity devices 130 via a network such as the Internet. Those skilled in the art will recognize, upon reading this disclosure, that controller 200 may be implemented as a system controller, a dedicated hardware circuit, an appropriately programmed general purpose computer, or any other equivalent electronic, mechanical or electro-mechanical device capable of providing the functionality described herein.

Detail Description Paragraph (18):
[0034] Processor 210 is also in communication with a data storage device 230. Data storage device 230 comprises an appropriate combination of magnetic, optical and/or semiconductor memory, and may include, for example, Random Access Memory (RAM), Read-Only Memory (ROM), a compact disc and/or a hard disk. Processor 210 and data storage device 230 may each be, for example: (i) located entirely within a single computer or other computing device; or (ii) connected to each other by a remote communication medium, such as a serial port cable, telephone line or radio frequency transceiver. In one embodiment, controller 200 may comprise one or more computers that are connected to a remote server computer for maintaining databases.

Detail Description Paragraph (19):
[0035] Data storage device 230 stores a program 215 for controlling processor 210. Processor 210 performs instructions of program 215, and thereby operates in accordance with the present invention, and particularly in accordance with the methods described in detail herein. Program 215 may be stored in a compressed, uncompiled and/or encrypted format. Program 215 furthermore includes program elements that may be necessary, such as an operating system, a database management system and "device drivers" for allowing processor 210 to interface with computer peripheral devices. Appropriate program elements are known to those skilled in the art, and need not be described in detail herein.

Detail Description Paragraph (21):
[0037] Data storage device 230 also stores one or more databases including an entity database 300, a source database 400, and a ratings database 500. These databases are described in detail below and depicted with exemplary entries in the accompanying figures. As will be understood by those skilled in the art, the schematic illustrations and accompanying descriptions of the databases presented herein are exemplary arrangements for stored representations of information. A number of other arrangements may be employed besides those suggested by the tables shown. Similarly, the illustrated entries of the databases represent exemplary information only; those skilled in the art will understand that the number and content of the entries can be different from those illustrated herein.

Detail Description Paragraph (22):
Databases

Detail Description Paragraph (23):
[0038] 1. Entity Database

Detail Description Paragraph (24):
[0039] Referring now to FIG. 3, a table represents entity database 300 that may be stored at controller 200 according to an embodiment of the present invention. In some embodiments, all or portions of entity database 300 may be stored among different ones of devices 110, 120, or 130, however, in a preferred embodiment, the information is stored at controller 200.

Detail Description Paragraph (25):
[0040] The table includes entries identifying different entities for which reputation information has been received. The table also defines fields 302, 304, 306, and 308 for each of the entries. The fields specify: an entity identifier 302, a name(s) 304, contact information 306, and a type 308. The information in entity database 300 may be created and updated, for example, based on information received from individual

information devices 120. The information may also be received directly from the entities themselves, for example, via a registration process conducted between entity device 130 and controller 200 where the entity provides detailed information about itself to facilitate the aggregation of rating information about itself. The information may also be provided by individual customers operating customer devices 110.

Detail Description Paragraph (26):
[0041] Entity identifier 302 may be, for example, an alphanumeric code associated with a particular entity for which reputation information is aggregated using embodiments of the present invention. Entity identifier 302 may be generated by, for example, individual entities operating entity devices 130 or may be assigned by controller 200 to track different entities for rating. Alternatively, or in addition, entity identifier 302 may also be provided by entities operating information device 120 or by customers operating customer device 110.

Detail Description Paragraph (27):
[0042] Name(s) 304 may be information used to identify a particular entity identified by entity identifier 302. This information may be, for example, a legal corporate name of the business, a pseudonym for the business, the name of an individual, etc. Because some entities operate using more than one name or alias, embodiments of the present invention attempt to track these multiple names in entity database 300.

Detail Description Paragraph (29):
[0044] Type 308 may be information identifying the particular type of entity identified by entity identifier 302. According to embodiments of the invention, this permits detailed aggregation of reputation information across multiple entities within a particular type to generate an industry comparison rating. Examples of types of entities which may be included in database 300 are: corporation, law firm, individual, charity, non-profit, financial institution, etc.

Detail Description Paragraph (30):
[0045] 2. Source Database

Detail Description Paragraph (31):
[0046] Referring to FIG. 4, a table represents a source database 400 that may be stored at controller 200 according to an embodiment of the present invention. In some embodiments, all or portions of source database 400 may be stored among different ones of devices 110, 120, or 130, however, in a preferred embodiment, the information is stored at controller 200.

Detail Description Paragraph (32):
[0047] The table includes entries identifying sources of reputation information that are received from information providers operating, e.g., information devices 130. The table also defines fields 402, 404, 406, 408 and 410 for each of the entries. The fields specify: a source identifier 402, a source name 404, a contact 406, a source type 408, and a type of ratings 410. The data in source database 400 may be created and updated, for example, based on information received from entities which generate reputation ratings for entities. For example, a consumer watchdog Web site which tracks consumer complaints about different businesses may provide this information to controller 200. Alternatively, controller 200 may seek out this information and copy the reputation information from the Web site, storing the retrieved information in database 400. As another example, a consumer to consumer auction Web site may encourage users to provide reputation ratings for individual consumers who sell goods using the site. Embodiments of the present invention may retrieve information from the Web site about those individual consumers and store the information in controller 200. The information about the source from which the reputation information was retrieved may be stored in database 400 (the actual reputation information may be stored in database 500 discussed further below, while information identifying the individual consumers may be stored in database 300 discussed above).

Detail Description Paragraph (33):
[0048] Source identifier 402 may be, for example, an alphanumeric code associated with a particular source of reputation information. Source identifier 402 may be generated by, for example, the individual sources operating information devices 120 or may be assigned by controller 200 to track each of the different sources who provide reputation information.

Detail Description Paragraph (34):

[0049] Source name 404 may be information used to identify a particular source identified by source identifier 402. This information may be, for example, a legal corporate name of the business, a pseudonym for the business, the name of an individual, etc. Because some sources may operate using more than one name or alias, embodiments of the present invention may also attempt to track these multiple names in source database 400.

Detail Description Paragraph (36):
[0051] Source type 408 may be information identifying the particular type of source that source 402 is. For example, reputation information may be provided by the following types of sources: an entity operating a Web site; an entity operating an electronic marketplace; a credit bureau; a credit rating service; a consumer watchdog group (such as Consumer Reports, or the Better Business Bureau); state or governmental agencies (such as a State Attorney General's office); etc. More specific types may also be provided, such as: commercial (financial institution); commercial (retailer); commercial (wholesaler); commercial (web site); State Government; individual, etc. Tracking particular types of sources of reputation information permits embodiments of the present invention to aggregate reputation information by type of source.

Detail Description Paragraph (37):
[0052] Type of ratings 410 may include information that identifies the types of ratings that are provided by the source identified by source identifier 402. For example, sources may provide a number of different types of ratings, such as: credit history; consumer complaints; legal actions (complaints); fulfillment history; payment history; general reputation; etc. By tracking particular types of ratings, embodiments of the present invention permit the aggregation of reputation information by type of ratings (e.g., an aggregated rating for an entity's credit history from different sources may be provided).

Detail Description Paragraph (38):
[0053] Some or all of the information from source database 400 may be shared with or stored at user device 200 and/or vendor device 300.

Detail Description Paragraph (39):
[0054] 3. Ratings Database

Detail Description Paragraph (40):
[0055] Referring now to FIG. 5, a table represents a ratings database 500 that may be stored at controller 200 according to an embodiment of the present invention. In some embodiments, all or portions of ratings database 500 may be stored among different ones of devices 110, 120, or 130, however, in a preferred embodiment, the information is stored at controller 200.

Detail Description Paragraph (41):
[0056] The table includes entries identifying ratings for entities for which reputation information has been received from information providers operating, e.g., information devices 130. The table also defines fields 502, 504, 506, 508 and 510 for each of the entries. The fields specify: a rating identifier 502, a rated entity 504, a source 506, a rating 508, and supplemental information 510. The data in ratings database 500 may be created and updated, for example, based on information received from entities which generate reputation ratings for entities. For example, a consumer watchdog Web site which tracks consumer complaints about different businesses may provide this information to controller 200. Alternatively, controller 200 may seek out this information and copy the reputation information from the Web site, storing the retrieved information in database 500. As another example, a consumer to consumer auction Web site may encourage users to provide reputation ratings for individual consumers who sell goods using the site. Embodiments of the present invention may retrieve information from the Web site about those individual consumers and store the reputation information in database 500. The information about the source from which the reputation information was retrieved may be stored in database 400 (described above), while information identifying the individual consumers may be stored in database 300 (discussed above).

Detail Description Paragraph (43):
[0058] Rated entity 504 may be based on or equivalent to the entity identifier 302 stored in entity database 300 (FIG. 3), and is used to particularly associate a rating with a specific entity. According to one embodiment of the present invention, a number of different sources and ratings are provided for each entity. Source 506 may be based on or equivalent to the source identifier 402 stored in source database 400 (FIG. 4),

and is used to particularly associate a rating of an entity with the source of the rating.

Detail Description Paragraph (46):
[0061] Some or all of the information from ratings database 500 may be shared with or stored at user device 200 and/or vendor device 300.

Detail Description Paragraph (49):
[0063] Flow chart 600 depicts a process for generating reputation rating(s) which may be performed using system 100 of FIG. 1. Processing begins at 602 when controller 200 identifies an entity for which a rating is desired. For example, controller 200 may receive a request from a customer operating a customer device 110 for a reputation rating on the entity, or controller 200 may receive updated information about an entity from information device 120. The entity may be identified at 602 by receiving a name of the entity and comparing the name with stored names in entity database 300. If the entity is not already identified in database 300, a new record identifying the entity may be added at this time.

Detail Description Paragraph (50):
[0064] Once the entity has been identified, processing continues to 604 where characteristic(s) of the entity are identified. This may involve, for example, identifying a type of the entity (e.g., item 308 of FIG. 3) so that the entity may be properly classified. Once identified, the information may be stored in entity database 300.

Detail Description Paragraph (51):
[0065] Processing continues at 606 where source(s) 402 of reputation information are identified. This may be performed, for example, by conducting searches over the Internet for sources of reputation information about the entity (e.g., looking for Web-sites rating the entity, etc.). This may also include searching known databases of reputation information for information about this particular entity (e.g., searching Standard & Poors or Dunn & Bradstreet for financial rating information, etc.). The nature and scope of identification of types of sources may depend upon the type of entity for which data is being sought. For example, a publicly-traded company may have many more sources of reputation information than an individual.

Detail Description Paragraph (54):
[0068] Referring now to FIG. 7, a further process 700 is depicted for generating reputation ratings. In this embodiment, processing begins at 702 where controller 200 receives a reputation inquiry. For example, a customer operating customer device 110 may submit a reputation inquiry seeking reputation information about an entity. In some embodiments, this inquiry may require the payment of a fee.

Detail Description Paragraph (55):
[0069] At 704, controller 200 functions to identify the entity for which the inquiry is presented. This may be done by comparing an entity name provided by the customer with entries in entity database 300. Processing continues at 706 where controller 200 identifies characteristic(s) of the entity for which reputation is requested. For example, if the customer is seeking reputation information about a company with several different divisions (e.g., a financial services division and a retail division), the customer may wish to specify that he is interested in the financial characteristics of the entity.

CLAIMS:

1. A method of aggregating reputation information, comprising: identifying an entity; identifying a plurality of sources having reputation information regarding said entity; and generating an aggregated reputation rating for said entity based on said reputation information from each of said plurality of sources.

5. The method of claim 1, wherein said reputation information includes at least one of: web site reputation data; payment history data; fulfillment history data; commitment history data; third party recommendation data; and credit data.

6. The method of claim 1, further comprising: categorizing said reputation information by type, wherein said generating an aggregated reputation rating further comprises generating an aggregated reputation rating based on each type of said reputation information.

7. The method of claim 6, wherein said type of reputation information includes at least one of: employee attributes; professional services attributes; customer attributes; client attributes; political attributes; religious attributes; company attributes; product attributes; integrity attributes; reliability attributes; and service attributes.

8. The method of claim 1, further comprising: validating the accuracy of said reputation information prior to generating said aggregate reputation rating.

9. The method of claim 1, further comprising: updating said aggregated reputation rating upon receipt of further reputation information.

10. The method of claim 1, further comprising: identifying at least two entities as a group; and generating a group aggregated reputation rating for said group based on reputation information from each of said plurality of sources.

18. The method of claim 1, wherein said aggregated reputation rating is a weighted average of a said reputation information.

19. The method of claim 1, wherein said aggregated reputation rating is generated by applying one or more scoring metrics to said reputation information.

20. A device for aggregating reputation information about an entity, comprising: a processor; a communication device, coupled to said processor, receiving reputation information about said entity from a plurality of sources; and a storage device in communication with said processor and storing instructions adapted to be executed by said processor to: generate an aggregated reputation rating for said entity based on said reputation information received from each of said plurality of sources.

21. The device of claim 20, further comprising instructions adapted to be executed by said processor to: categorize said reputation information by type; and generate said aggregated reputation rating for each of said types of reputation information.

23. The device of claim 20, further comprising instructions adapted to be executed by said processor to: receive further reputation information for said entity; and update said aggregated reputation rating for said entity.

24. A computer program product in a computer readable medium for aggregating reputation information, comprising: first instructions for identifying an entity; second instructions for identifying a plurality of sources having reputation information regarding said entity; and third instructions for generating an aggregated reputation rating for said entity based on said reputation information from each of said plurality of sources.

25. A method of aggregating reputation information, comprising: identifying an entity having at least a first and a second alias; identifying at least a first source having reputation information regarding a reputation of said at least first alias of said entity; identifying at least a second source having reputation information regarding a reputation of said at least second alias of said entity; and generating an aggregated reputation rating for said entity based on said reputation information from said at least first and second sources.

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L2: Entry 7 of 18 File: PGPB Sep 26, 2002

DOCUMENT-IDENTIFIER: US 20020138402 A1
TITLE: Agents, system and method for dynamic pricing in a reputation-brokered, agent-mediated marketplace

Summary of Invention Paragraph (37):
[0036] Accordingly, it is a first aspect of the invention to provide a seller's agent for use in an agent-mediated marketplace, the seller's agent using a reputation follower strategy to set a bid price for responding to a buyer's offer to purchase, and responsive to seller reputation information. The reputation information may include reputation values for all sellers bidding in response to the buyer's offer. The reputation follower strategy may (preferably) be a profit maximizing reputation follower strategy as described below. As a possibility, but not a requirement, in response to wining a contract with a buyer' agent, the seller's agent may evaluate its resulting abilities and withdraw from bidding on any further buyers' offers it will not be able to satisfy as a result of the contractual demands on the seller until the contract has been completed and the seller's associated resources are again available.

Summary of Invention Paragraph (38):
[0037] Another aspect of the invention is a method for a seller's agent to formulate a bid price in response to a buyer's offer to purchase via an agent-mediated marketplace. The seller's agent examines the buyer's offer and receives information about the seller's reputation and the reputations of other sellers of services requested by the buyer. Based on the buyer's offer, the reputation information, and the seller's history of success, the seller's agent formulates a bid price and conveys the bid price to the buyer. The bid formulation may be based on a reputation follower or profit maximizing reputation follower strategy.

Detail Description Paragraph (6):
[0057] Turning to FIG. 2, there is shown a diagrammatic illustration of a "platform" 10 for an agent-mediated marketplace wherein the present invention may be used. The platform includes a server computer 12, a number of buyer client computers 14 (only one being shown), a number of seller client computers 16 (only one being shown), and the global Internet 18 to interconnect them. The buyer agents and seller agents are software program modules that may reside on any of the computers; for purposes of illustration only, and without any intended loss in generality, buyer agents (BA) 22 and seller agents (SA) 24 are shown as executing on server 12. One or the other of the agents could just as well be shown as executing on a client computer. The server computer or other computer(s) executing the agents (at least the seller agents) receive reputation information from a reputation database (JIB) on a reputation server 32. The reputation server may operate in accordance with any suitable algorithm, including, but not limited to, the various reputation-generating systems of the above-identified co-pending applications. Other software, such as the operating system and an electronic marketplace engine, are not shown in order to avoid obfuscating the invention. The electronic marketplace engine may have various suitable forms. For example, it may be an electronic bulletin board on which buyer agents post their offers to purchase and which buyer agents survey to look for opportunities to do business.

Detail Description Paragraph (27):
[0076] By contrast with Derivative Followers, Reputation Followers maintain a shadow price P.sub.s on which they apply the Derivative Follower algorithm, and would offer the Derivative Follower price if they had perfect reputation information. However, the price they actually offer is the product of the shadow price and the current reputation value of the buyer. That is, P.sub.O=P.sub.S*R, where P.sub.O is the offered price. This algorithm allows the selling agents to respond fist to changes in their reputations. In our experience, Reputation Followers set bids that follow their received reputation patterns (and eventually their actual performance and abilities)

better than do the Derivative Followers. In a sense, these Reputation Followers are Derivative Followers but with a step that depends on the seller's reputation, which changes dynamically. Selling agents with low reputation change their prices slowly. Therefore, in the case of unemployment, it can be expected that they will perform better than low reputation Derivative Followers, since they will undercut the latters' offers.

CLAIMS:

1. A seller's agent for use in an agent-mediated marketplace, the seller's agent using a profit maximizing reputation follower strategy to set a bid price for responding to a buyer's offer to purchase, and responsive to seller reputation information.

2. The seller's agent of claim 1 wherein the reputation information provides reputation for all sellers bidding in response to the buyer's offer.

4. A method for a seller's agent to formulate a bid price in response to a buyer's offer to purchase via an agent-mediated marketplace, comprising: examining the buyer's offer; receiving information about the seller's reputation and the reputations of other sellers of services requested by the buyer; and based on the buyer's offer, the reputation information, and the seller's history of success, formulating a bid price and conveying the bid price to the buyer.

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☐ 1. Document ID: US 20030028585 A1

L2: Entry 1 of 18 File: PGPB Feb 6, 2003

PGPUB-DOCUMENT-NUMBER: 20030028585
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DOCUMENT-IDENTIFIER: US 20030028585 A1

TITLE: Distributed trust mechanism for decentralized networks

PUBLICATION-DATE: February 6, 2003

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US-CL-CURRENT: 709/201; 707/3

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

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PGPUB-DOCUMENT-NUMBER: 20030023538
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TITLE: Apparatus, system and method for automatically making operational selling decisions

PUBLICATION-DATE: January 30, 2003

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US-CL-CURRENT: 705/37

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

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TITLE: Apparatus, system and method for automatically making operational purchasing decisions

PUBLICATION-DATE: January 30, 2003

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US-CL-CURRENT: 705/26

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

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L2: Entry 4 of 18 File: PGPB Jan 23, 2003

PGPUB-DOCUMENT-NUMBER: 20030018585
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20030018585 A1

TITLE: Method and system for the communication of assured reputation information

PUBLICATION-DATE: January 23, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Butler, Nicholas David	Romsey		GB	
Gibson, Christopher Raymond	Southampton		GB	
Sharp, Christopher Edward	Winchester		GB	

US-CL-CURRENT: 705/53

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

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☐ 5. Document ID: US 20020194112 A1

L2: Entry 5 of 18 File: PGPB Dec 19, 2002

PGPUB-DOCUMENT-NUMBER: 20020194112
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020194112 A1

TITLE: System and method for exchanging creative content

PUBLICATION-DATE: December 19, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
dePinto, Robert	Bondi	CA	AU	
Dickson, Caskey L.	Stevenson Ranch		US	

US-CL-CURRENT: 705/37; 705/11

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | KWIC | Draw Desc | Image

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☐ 6. Document ID: US 20020165815 A1

L2: Entry 6 of 18 File: PGPB Nov 7, 2002

PGPUB-DOCUMENT-NUMBER: 20020165815
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020165815 A1

TITLE: Online marketplace with anonymous communication

PUBLICATION-DATE: November 7, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Vincent, Christopher R.	Arlington	MA	US	

US-CL-CURRENT: 705/37; 705/26, 709/223, 709/239

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | KWIC | Draw Desc | Image

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☐ 7. Document ID: US 20020138402 A1

L2: Entry 7 of 18 File: PGPB Sep 26, 2002

PGPUB-DOCUMENT-NUMBER: 20020138402
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020138402 A1

TITLE: Agents, system and method for dynamic pricing in a reputation-brokered, agent-mediated marketplace

PUBLICATION-DATE: September 26, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Zacharia, Giorgos	Cambridge	MA	US	
Evgeniou, Theodoros	Halkidiki		GR	

US-CL-CURRENT: 705/37

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | KWIC | Draw Desc | Image

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☐ 8. Document ID: US 20020133365 A1

L2: Entry 8 of 18 File: PGPB Sep 19, 2002

PGPUB-DOCUMENT-NUMBER: 20020133365
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020133365 A1

TITLE: System and method for aggregating reputational information

PUBLICATION-DATE: September 19, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Grey, William	Millwood	NY	US	
Pickover, Clifford A.	Yorktown Heights	NY	US	
Moskowitz, Paul A.	Yorktown Heights	NY	US	
Boies, Stephen J.	Mahopac	NY	US	

US-CL-CURRENT: 705/1

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Image

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☐ 9. Document ID: US 20020103801 A1

L2: Entry 9 of 18 File: PGPB Aug 1, 2002

PGPUB-DOCUMENT-NUMBER: 20020103801
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020103801 A1

TITLE: Centralized clearinghouse for community identity information

PUBLICATION-DATE: August 1, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Lyons, Martha L.	Sunnyvale	CA	US	

US-CL-CURRENT: 707/9

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Image

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☐ 10. Document ID: US 20020095482 A1

L2: Entry 10 of 18 File: PGPB Jul 18, 2002

PGPUB-DOCUMENT-NUMBER: 20020095482
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020095482 A1

TITLE: Method and apparatus for verifying the identity of individuals

PUBLICATION-DATE: July 18, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Shuster, Gary Stephen			US	

US-CL-CURRENT: 709/219; 713/201

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Image

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☐ 11. Document ID: US 20020073174 A1

L2: Entry 11 of 18 File: PGPB Jun 13, 2002

PGPUB-DOCUMENT-NUMBER: 20020073174

PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020073174 A1

TITLE: System and method to create a customized internet site

PUBLICATION-DATE: June 13, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Mengerink, Matthew W.	Austin	TX	US	
Pesikoff, Joshua A.	Austin	TX	US	
Pohl, Cena A.	Brooklyn Heights	NY	US	
Wilson, David J.	Austin	TX	US	

US-CL-CURRENT: 709/219

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Image

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☐ 12. Document ID: US 20020046041 A1

L2: Entry 12 of 18 File: PGPB Apr 18, 2002

PGPUB-DOCUMENT-NUMBER: 20020046041
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020046041 A1

TITLE: Automated reputation/trust service

PUBLICATION-DATE: April 18, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Lang, Ken	Wellesley	MA	US	

US-CL-CURRENT: 705/1; 705/26, 707/104.1

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Image

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☐ 13. Document ID: US 20020038255 A1

L2: Entry 13 of 18 File: PGPB Mar 28, 2002

PGPUB-DOCUMENT-NUMBER: 20020038255
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020038255 A1

TITLE: Universal shopping cart and order injection system

PUBLICATION-DATE: March 28, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
Tarvydas, Martin K.	Bellevue	WA	US	
Sandori, Mark I.	Bellevue	WA	US	
Maple, Eric S.	Browns Point	WA	US	
Byerly, Timothy P.	Mercer Island	WA	US	
Markus, Matthew A.	LeGrange	IL	US	

US-CL-CURRENT: 705/26

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | KWIC | Draw Desc | Image

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☐ 14. Document ID: US 20020026338 A1

L2: Entry 14 of 18 File: PGPB Feb 28, 2002

PGPUB-DOCUMENT-NUMBER: 20020026338
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020026338 A1

TITLE: METHOD AND APPARATUS FOR MATCHING PROJECTS AND WORKERS

PUBLICATION-DATE: February 28, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
BUKOW, HANS MAX THEODORE	SAN FRANCISCO	CA	US	

US-CL-CURRENT: 705/7

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | KWIC | Draw Desc | Image

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☐ 15. Document ID: US 20010037311 A1

L2: Entry 15 of 18 File: PGPB Nov 1, 2001

PGPUB-DOCUMENT-NUMBER: 20010037311
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20010037311 A1

TITLE: Efficient internet service cost recovery system and method

PUBLICATION-DATE: November 1, 2001

INVENTOR-INFORMATION:

NAME	CITY	STATE	COUNTRY	RULE-47
McCoy, James	Mountain View	CA	US	
Barnes, Douglas	Mountain View	CA	US	

US-CL-CURRENT: 705/65; 705/1, 705/412, 705/64, 705/66, 709/200, 709/218, 709/226

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | KWIC | Draw Desc | Image

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☐ 16. Document ID: US 6415264 B1

L2: Entry 16 of 18 File: USPT Jul 2, 2002

US-PAT-NO: 6415264
DOCUMENT-IDENTIFIER: US 6415264 B1

TITLE: System and method for determining a posting payment amount

DATE-ISSUED: July 2, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Walker; Jay S.	Ridgefield	CT		
Van Luchene; Andrew S.	Norwalk	CT		
O'Shea; Deirdre	New York	NY		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Walker Digital, LLC	Stamford	CT			02

APPL-NO: 09/ 285472
DATE FILED: April 2, 1999

PARENT-CASE:
This application is a continuation-in-part of application Ser. No. 08/964,967, filed Nov. 5, 1997, which is a continuation-in-part of application Ser. No. 08/889,319, filed Jul. 8, 1997.

INT-CL: [07] C06 F 17/60

US-CL-ISSUED: 705/26
US-CL-CURRENT: 705/26

FIELD-OF-SEARCH: 705/26, 705/30

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
3573747	April 1971	Adams et al.	
3581072	May 1971	Nymeyer	
4833607	May 1989	Dethloff et al.	705/14
5283731	February 1994	Lalonde et al.	364/401
5297026	March 1994	Hoffman	
5414621	May 1995	Hough	705/10
5664111	September 1997	Nahan et al.	705/27
5715402	February 1998	Popolo	
5732400	March 1998	Mandler et al.	705/26
5745882	April 1998	Bixler et al.	705/26
5758328	May 1998	Giovannoli	
5794207	August 1998	Walker et al.	
5794210	August 1998	Goldhaber et al.	
5794219	August 1998	Brown	
5825881	October 1998	Colvin, Sr.	
5826244	October 1998	Huberman	
5835896	November 1998	Fisher et al.	
5845265	December 1998	Woolston	705/37
6012045	January 2000	Barzilai et al.	705/37
6112186	August 2000	Bergh et al.	705/10

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
0952536	October 1999	EP	

OTHER PUBLICATIONS

Cyberscope, "Cyberscope: High-Tech Hock", Mar. 1999.*
Business Wire, "US Pawn and Sirco International Announce Agreement on Development and Launch of Internet Auction Site", Mar. 18, 1999.*
"Information on the Pawn Industry", http://pages.prodigy.net/goodtrader/inforpawn.htm.*

PR Newswire, "ExperTelligence Releases Online Auction Comparison for WebData.com", Dec. 30, 1998.*
"Auction Universe", (http://www.auctionuniverse.com) download date Jan. 20, 1999.
BIDFIND (Adding the Power!), (HTTP://WWW.BIDFIND.COM) download date Feb. 18, 1999.
"eBay-Your Personal Trading Community", (http://www.ebay.com) download date Feb. 18, 1999.
"eBAY New Item", (http://pages.ebay.com/aw/newitem.html), download date Feb. 18, 1999.
"eBAY User Agreement--Fees and Credits", (http://pages.ebay.com/aw/agreement-fees.html), download date Feb. 18, 1999.
"Welcome to Just Glass Auctions", (http://justglass.com/main.cfm), download date Feb. 18, 1999.
"Welcome to the NEW REVOLUTION IN AUCTIONING!",, (http:www.netcollect.com/newhome/new-bottom.htm) download date Feb. 18, 1999.
"World-Wide Collectors Digest", (http://www.wwcd.com/home.html) download date Feb. 18, 1999.
"Just Glass Action Rules", (http://justglass.com/docs/Seller_Info.HTM), download date Feb. 18, 1999.
"Netcollect.Com . . . Where The World Shops Collectibles!", (http://auction.netcollect.com/cgi . . . how_page.pl?page), download date Feb. 18, 1999.

ART-UNIT: 2167

PRIMARY-EXAMINER: Olszewski; Robert P.

ASSISTANT-EXAMINER: Saketic; Bryan

ABSTRACT:

Information is received about a post for an item to be sold. The information may include, for example, the class and type of item being sold, the reputation of a seller, a floor price below which the item will not be sold, a condition of the item and peripherals included with the item. Based on the received information, a posting payment amount is determined.

55 Claims, 11 Drawing figures

☐ 17. Document ID: US 5819267 A

L2: Entry 17 of 18 File: USPT Oct 6, 1998

US-PAT-NO: 5819267
DOCUMENT-IDENTIFIER: US 5819267 A

TITLE: Know-how management apparatus, and method

DATE-ISSUED: October 6, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Uyama; Masashi	Kawasaki			JP

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Fujitsu Limited	Kawasaki			JP	03

APPL-NO: 08/ 626544
DATE FILED: April 2, 1996

FOREIGN-APPL-PRIORITY-DATA:

COUNTRY	APPL-NO	APPL-DATE
JP	7-165418	June 30, 1995

INT-CL: [06] G06 F 17/30

US-CL-ISSUED: 707/6; 707/2, 707/3
US-CL-CURRENT: 707/6; 707/2, 707/3

FIELD-OF-SEARCH: 395/603, 395/610, 707/6, 707/2, 707/3

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
4713775	December 1987	Scott et al.	395/50
4763277	August 1988	Ashford et al.	395/65
5006983	April 1991	Wayne et al.	705/8
5204961	April 1993	Barlow	395/187.01
5369763	November 1994	Biles	395/603
5592375	January 1997	Salmon et al.	395/207
5623660	April 1997	Josephson	395/609
5636344	June 1997	Lewis	395/200.54
5649186	July 1997	Ferguson	395/610

OTHER PUBLICATIONS

MIT faculty, Athena and Academic Computing at MIT: A Guide for Faculty 1995-1996, pp. 1-18., Aug. 31, 1995.
Thomas J. Coppeto, et al., USENIX, OLC: An On-Line Consulting System for UNIX, Summer 1989.
Mark S. Ackerman, et al., ACM COIS '90 Conference on Office Information Systems, Answer Garden: A Tool for Growing Organizational Memory, 1990, pp. 31-39.
Patent Patent Application Laid-Open No. 4-373072, Dec. 26, 1992.
Martin Roscheisen, et al., Technical Report CSDTR/DLTR, A Platform for Third-Party Value-Added Information Providers: Architecture, Protocols, and Usage Examples, 1994, pp. 1-29.
Norihiko Matsuura, et al., Association of Electronic Information and Telecommunication, Proposal on Informal Communication Support Interface Realizing Virtual Encounter, D-II, vol. J77-D-II, No. 2, Feb. 1994, pp. 388-396.
Daniel LaLiberte, et al., WWW'95, A Protocol for Scalable Group and Public Annotations, 1995.
Will Hill, et al., CHI '95 Mosaic of Creativity, Recommending and Evaluating Choices In a Virtual Communicty of Use, May 1995, pp. 194-201.

ART-UNIT: 271

PRIMARY-EXAMINER: Amsbury; Wayne

ABSTRACT:

A know-how management apparatus that enters a poster of an article of know-how on an item into a list as a consultant for the item, retrieves a consultant from the list when the item is retrieved, and transmits a question issued from a questioner to the consultant retrieved from the list. In a second aspect of the apparatus, a management right of an article is transferred to another know-how management apparatus. The article is distributively managed by a plurality of know-how management apparatuses. Also in this second aspect, management information, which includes the article whose management right is transferred and information relevant to the article, is transmitted

to the know-how management apparatus of the transfer destination. Meanwhile, each of the know-how apparatuses changes manager apparatus information regarding the article whose management right is transferred and which is included in manager apparatus lists in each of the know-how management apparatuses, into manager apparatus information reflecting transfer of the management right to the apparatus of the transfer destination.

8 Claims, 17 Drawing figures

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Image

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☐ 18. Document ID: US 20020103801 A1

L2: Entry 18 of 18 File: DWPI Aug 1, 2002

DERWENT-ACC-NO: 2002-674057
DERWENT-WEEK: 200272

TITLE: Reputation authority for e-commerce application, has communication system that receives reputation information stored in database and transmits to community organizations in response to authorization received by user

INVENTOR: LYONS, M L

PRIORITY-DATA: 2001US-0774727 (January 31, 2001)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
US 20020103801 A1	August 1, 2002		009	G06F007/00

INT-CL (IPC): G06 F 7/00

ABSTRACTED-PUB-NO: US20020103801A
BASIC-ABSTRACT:

NOVELTY - The security measures verify the identities of an user (10) and several community organizations. A communication system receives a reputation information stored in a database (101) and transmits to the organizations, in response to an authorization received by the user.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Centralized repository identity attributes provision method; and

(2) Reputation management clearinghouse.

USE - For e-commerce applications such as auctions, bartering, buying and selling, giving and receiving general advice, etc.

ADVANTAGE - Allows all the participating communities to access the available personal identity or reputation data stored within the reputation authority.

DESCRIPTION OF DRAWING(S) - The figure shows a block diagram illustrating reputation authority.

User 10

Database 101

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments KWIC | Draw Desc | Clip Img | Image

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Generate Collection | Print

Term	Documents
DATABASE$	0
DATABASE.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	148191
DATABASEA.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	3
DATABASEACCESS.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	1
DATABASEACCESSRIGHT.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	2
DATABASEAND.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	1
DATABASEB.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	2
DATABASEBACKUP.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	1
DATABASEBASED.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	2
DATABASEBROCHURE.DWPI,TDBD,EPAB,JPAB,USPT,PGPB.	1
(L1 AND (DATABASE$)).USPT,PGPB,JPAB,EPAB,DWPI,TDBD.	18

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